

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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New from Philip Morris.

Saratoga 120's.

Enjoy
smoking longer
without
smoking more.

That's the
Saratoga idea.

More puffs than 100's.
Longer and slimmer
than 100's for extra
smoking time and
pleasure, without
smoking more
cigarettes.



Priced no more
than 100's.

Look for them in the
new 120 mm
crush-proof box.

"Saratoga lasts longer.
Which means
my cigarette money
lasts longer."



Standard 100's

Saratoga 120's

17 mg "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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